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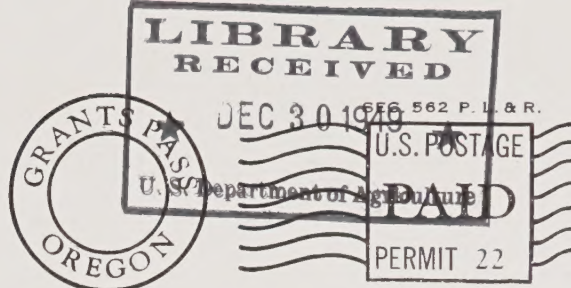
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*Special!!*

# Harrold's Seed Brokerage List

" HIGHEST QUALITY AT A SAVING "

HARROLD'S — Brokerage Division.

P. O. BOX 29 - K, GRANTS PASS, OREGON.

VOL. 1, NO. 1 — DECEMBER 1, 1949.

## We Can Save 10 to 35 Percent For You

### NO SACRIFICE OF QUALITY

### A REVOLUTIONARY OFFER

#### IT WILL PAY YOU TO READ THIS FOLDER

The offer we make here is one that has been under consideration for several years. A great deal of planning has gone into the ground-work of this offer before we submitted it to you as a professional member of the horticultural trade. We have also waited until the seed industry had come into more stable production after the war. Whether we can make this plan succeed in making substantial savings for you depends on whether we can convince you of the logic and potential service we are offering and its value to you as an individual. It will afford you substantial savings without loss of quality on items that are a substantial item of your overhead. We are gambling the distribution of this one folder issue to determine whether you agree with us that it is possible to distribute flower seeds of standard varieties and strains at a more reasonable level. Your reaction to this offer will determine whether we make this a permanent department of our business and develop and refine it in the future.

#### THERE WILL BE NO COMPROMISE IN QUALITY

As many of you know, our firm has been active in the wholesale seed, bulb and nursery trade for nearly half a century - since 1902 to be exact. The name Harrold's has been recognized as representing the ultimate in quality for many years. Under this new department we intend to continue our closest attention to quality the same as in the past. We have distributed many of these varieties of seeds for more than 20 years and our supplies under this program will be from the identical specialists who have supplied these varieties to us during that time. None of our Harrold Bred Specialties will be included in this department's stock. They will be continued exactly as in the past. Rather this stock will be confined to those varieties and strains that are completely standard in the seed and nursery trade. The seeds that we will supply from this and future price-lists will come from the cultures of six of the largest, most reputable and best known general seed growers on the West Coast. Among them they produce more than 75% of the seeds of these varieties now distributed in the American market. Whether you buy from this list or from any other American seed dealer the probabilities are great that you will receive the same seeds from the cultures of this same group of growers. They are the only source of a great many of these varieties we list here. WE INVITE DIRECT COMPARISON OF PRICES OFFERED HERE WITH ANY QUOTED BY OTHER DEALERS.

#### WHY WE CAN AFFORD YOU THESE SAVINGS

From your standpoint every dollar you save in operating costs without reducing production and quality is the equivalent of an increase of \$5.00 in business done. There are few concerns today who can show a net profit of 20% on their operation. Therefore with gross operating overhead representing an average of 80 to 85% of your gross sales every cent you can cut from this overhead is the equivalent of an increase of about five times that amount in returns from sales.

There are definite reasons why we anticipate being able to swing this

plan to the benefit of all concerned. Some of these reasons we enumerate as follows.

1: This program as planned is so attractive that we feel sure of developing a substantial volume right from the start. It is a common principle in the business world that volume sales mean either greater profits or lower prices. We are gambling that in passing the savings of large scale distribution on to you we can justify these unusually attractive prices.

2: We don't intend to load in a heavy, speculative inventory. Our years of experience in this industry have demonstrated that because of the serious problems caused by outdating of seeds with the resultant heavy inventory losses, present high markups are necessary if much inventory is to be of a speculative nature. Our proximity to the growing sources of this material makes it practical to render reasonable service and delivery with a minimum of inventory. This is also a great advantage from your standpoint. It almost completely eliminates carry over of seed from one crop to the next. We will always supply you with seeds of the latest available harvest.

3: We are not going to offer Super-Duper special services - 12 hour shipment, free air shipment or other specials under this program. We do expect to maintain supplies in our shipping warehouse that will enable us to ship under average conditions in a reasonable time and in case of shortage we can fill in from growers stock within approximately a week. The savings this plan affords you makes it well worth your while to anticipate your needs by a matter of two or three weeks; even a month and to order your requirements in adequate time. We can both save money if you plan your schedules in advance without affecting quality results in any way. Lack of foresighted planning and procrastination in ordering has to be passed on to you in higher prices. It necessitates larger investment in inactive inventory and maintenance of a bigger, more costly organization to give you super service at peak rush periods. If you expect the seedsmen to do your planning for you and render 12 hour service he must place speculative contracts for seeds to supply this type of trade from six to twelve months in advance. This makes heavy inventories with their outdating losses and a larger office force mandatory. All of this must be added to the price of the seeds.

4: We can offer you the best possible "spot" deliveries. That is because of our close proximity to the major producing areas. We are able to fill in "spot" on short notice whenever our inventory runs low or when you want some items in larger quantities. If you want unusually large quantities of any of this stock we shall indeed be glad to quote special quantity prices. While normally certain specific groups of this stock will come from a specific grower, our wide experience with the cultures of all six of our growers enables us to cover on shortages as long as stock is available in the growers hands anywhere out here on the coast.

#### A NEW SYSTEM OF PRICING AND QUANTITIES

We believe that we are introducing in this folder, the most logical and unusual pricing method introduced to the seed trade in the last fifty years. As we all know there has grown up in our trade, through common usage, a system of fractional



weights which afford absolutely no basis of quantity comparison of the seeds in a given fractional amount without extensive figuring. This currently used system is also far from efficient when a breakdown of quantities is involved for it requires as many as seven fractions between the  $\frac{1}{128}$ th. ounce and the full ounce. The system we are trying to inaugurate here will afford much greater flexibility. While the  $\frac{1}{100}$ th. ounce will be the smallest unit in finer more costly seeds and  $\frac{1}{10}$ th. ounce in the cheaper varieties this method of pricing permits the computing of price and quantity in fractional ounces with but two or at most three price groupings. It also affords much closer matching of purchase to needs as a larger number of fractions may be computed for the in-between quantities often desirable. There is also the advantage and convenience of direct comparison of number of seeds in a given quantity as well as production requirements based on average production from a given unit of seeds. While on first examination this system may seem strange a little thought will show that it is logical and simple. Being based on decimal instead of geometrical fractions the convenience will be quickly apparent and it will be found simple and most effective in use. We only suggest a little care in making up your orders until you have familiarized yourself with its principles.

## ALL PRICES BASED ON A UNIFORM UNIT

In examining our price formula it will be found that but three units have been used, the  $\frac{1}{100}$ th. ounce; the  $\frac{1}{10}$ th. ounce and the ounce. By doing this any amount of seed, from  $\frac{1}{100}$ th. ounce to several pounds can be easily and quickly computed both as to price and probable production in units so flexible as to make much closer buying practical. How many times have you bought an ounce of seed when actually you needed only  $\frac{3}{4}$ th. of an ounce simply because the price jumped from  $\frac{1}{2}$  to a full ounce? You probably justified this by telling yourself that you could carry over the overage to the next planting season only to find your storage conditions were not good and it was a total loss or that you didn't want to plant that variety later. With the pricing system on a decimal basis you can match your purchases much more closely to your current requirements at a saving in cost that is substantial.

From the seedsmen's standpoint this system affords a simpler pricing formula which is much easier for order clerks to handle and by installing scales having their calibration in  $\frac{1}{100}$ th. ounce the packaging routine is simplified and possibility of error much reduced. This gives a much better efficiency in marketing with its resultant saving in handling costs. From every angle we believe this method has much to offer. Whether we can make it our regular practice in serving you depends on you, our customers and the support you give it. We'd really appreciate any comments you might care to make on it and any suggestions you may feel would improve it.

## COMPARISON WITH CURRENT FRACTIONS

We give here a table of the commonly used fractions and their nearest comparative quantity in decimals. These are carried on through to the thousandth in order to be completely accurate but for practical purposes the first two figures will give the hundredths and the first figure the tenths equivalent. These figures will be found of interest as a comparison and guide to ordering from this list. **WE ESPECIALLY REQUEST THAT IN COMPARING OUR PRICES THAT YOU DO SO ON THE OUNCE BASIS.** In the case of our price per  $\frac{1}{100}$ th. ounce add two zeros to our  $\frac{1}{100}$ th. price and compare with the ounce price of most seedsmen. Where listing is per  $\frac{1}{10}$ th. ounce add one zero and you have the ounce rate for comparison. In most cases you will find our prices on minimum (less than half ounce prices) to be lower than most current prices by the full ounce unit.

.015 Oz. equals $\frac{1}{64}$ th. Oz.	.125 Oz. equals $\frac{1}{8}$ th. Oz.
.031 Oz. equals $\frac{1}{32}$ nd. Oz.	.250 Oz. equals $\frac{1}{4}$ th. Oz.
.062 Oz. equals $\frac{1}{16}$ th. Oz.	.500 Oz. equals $\frac{1}{2}$ Oz.
.750 Oz. equals $\frac{3}{4}$ ths. Oz.	

Our unit  $\frac{1}{100}$ th. Oz. is slightly larger of course than the usual  $\frac{1}{128}$ th. Oz. Any intermediate sized unit may be easily figured from this pricelist.

## SEED COUNT QUANTITY COMPARISONS

It will be noted throughout this list that we have given at the heading of each group the approximate number of seed in each  $\frac{1}{100}$ th. or  $\frac{1}{10}$ th. ounce. The average germination percentage under good production conditions are also given as a guide to ordering to meet your specific requirements. In giving these figures there is no attempt being made to guarantee specific production or to guarantee your cultural skill and conditions. No seedsman can do that. For that reason all offers we make are subject to the conditions of the standard seed trade agreement of guarantee appearing elsewhere in this folder and no exceptions to this will be made.

## UNIFORM TERMS OF SALE RELATING TO PURCHASE AND TRANSPORT

Credit and the book work that it involves has been no small item in causing increasingly higher prices in the seed trade. To afford this sort of service to you bookkeeping and added clerical costs, collection costs and credit losses must naturally be calculated in the list price of the merchandise by the seller offering this service. It is true that credit buying is convenient at times but as many of these items are purchased but once or twice a year, you are after all paying a pretty good price for this service in comparison with the prices and service offered here. While some firms offer a cash discount of 2% or 5% this does not compare with the savings under the same circumstances available to you here.

## AT THESE PRICES WE OFFER BUT TWO METHODS OF PAYMENT

We recommend and prefer that you remit the entire purchase price with your order. If you do this we will prepay the postage on your order at the prices quoted here.

Otherwise you may remit 50% of the purchase price with the order and we will ship the merchandise with the balance C. O. D. If this is done, however, we will add all transportation and collection charges to the amount of the C. O. D. so that you will be paying transport costs as well as the collection fee. Present rates make these charges substantial.

## IN CONCLUSION

We feel that we have explained our new service here in a manner that points up its value and advantages to you in a clear, understandable way. We honestly feel that we have a fine line of products at the most attractive prices available in the professional trade and that we can also afford you good service in addition to these savings. We shall be glad to supply any of these items at the quoted price as long as present market prices continue. It is of course understood that a change in market price will mean that our prices must change and as is common practice in this trade this does not necessarily mean that notice be given when the change is reasonably small. Should costs be changed radically you will be consulted before shipment. All offers are made subject to availability when order is received.

We shall look forward to serving you this season and suggest that you give immediate consideration to your full seasons requirements in this selection of stock.

Shall We Continue to Send You These Lists?

## This Is Different Than Any Seed List You've Ever Seen Before.

IN ORDERING FROM IT PLEASE OBSERVE THESE CONDITIONS. It will be noted that some items are listed in units of .01 oz. ( $\frac{1}{100}$ th. oz.) or .1 oz. ( $\frac{1}{10}$ th. oz.) in less than ounce quantities. If listing is by .01 oz. and you normally use  $\frac{1}{4}$  oz. order (25/100ths.) to get  $\frac{1}{4}$ th. oz. Where listing is per .1 oz. and  $\frac{1}{4}$ th. oz. is desired either order .2 or .3 which bracket the .25 which is the decimal of  $\frac{1}{4}$ th. oz. All other quantities may easily be computed in the same way. **PLEASE NOTE** that there are specific minimums on each item showing the smallest amount of a variety that can be ordered. Quantities of one ounce or more are quoted in most cases per ounce and any fractional ounce included with a full ounce may be computed in the listed unit at the ounce rate. **EACH VARIETY** must be treated as an individual purchase and may not be combined with other varieties for a lower quantity price. Please list all items decimally as .1 for tenths and .01 or .25 for hundredths instead of by fractions wherever possible. We will, however, accept orders for fractions within the limits of quantities offered here and compute them for you in the event that our instructions are not clear.

## Petunia Seeds

### GIANT FLOWERED RUFFLED

About 150,000 seed per ounce. Average production 900 plants per .01 ounce.

MINIMUM QUANTITY SOLD .01 OZ. (1/100 OZ.)		PRICE PER .01 OZ.	
VARIETY	COLOR	.01 to .10 ounce	.10 to .50 ounce
DWARF GIANTS OF CALIFORNIA: Ramona Dark Shades. ..		.80	.60
DWARF GIANTS OF CALIFORNIA: Ramona Light Shades. ..		.80	.60
DWARF GIANTS OF CALIFORNIA: Ramona Light & Dark. ..		.80	.60
GLAMOUR: Salmon rose. Huge. ....		.94	.70
MARYLYN: Rich salmon. ....		.80	.57
SPECIAL FLORIST MIXTURE: Medium dwarf, all colors. ....		.67	.50
SUPER DWARF MIXED: Most dwarf of this race. ....		1.34	1.00
SUPER FLUFFY RUFFLES: Heavily ruffled, mixed colors. ....		.54	.40
SUPREME FLORIST STRAIN: Rose, pink and salmon. ....		.80	.60
RUFFLED MONSTERS: A fine large flowered mixture. ....		.67	.50

### STANDARD SEED TRADE DISCLAIMER

We, Harrold's give no warranty, expressed or implied, as to the productiveness of any seeds or bulbs we sell and we will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price we have received. All offers are made subject to availability at the time order is received.

### PETUNIA GRANDIFLORA SINGLE FRINGED

MINIMUM QUANTITY SOLD .01 OZ. (1/100 OZ.)		PRICE PER .01 OZ.	
VARIETY	COLOR	.01 to .10 ounce	.10 to .50 ounce
DAINTY LADY: Pale yellow. ....		.67	.60
FRINGED SNOWSTORM: Compact, vigorous white. ....		.67	.50
GOLDEN JUBILEE: Carmine scarlet, gold throat. ....		.67	.50
PINK TRIUMPH: Bright rose pink. ....		.67	.50
PRIDE OF PORTLAND: Clear bright pink. ....		.54	.40
ROYAL PURPLE: Deep, velvety purple. ....		.67	.50
SCARLET BEAUTY: Scarlet rose. (Miranda) ....		.54	.40
SETTING SUN: Brilliant rose. ....		.67	.50
THEODOSIA IMPROVED: Fringed rose, golden throat. ....		.54	.40
THE ART: Brilliant carmine rose. ....		.54	.40
WHITE BEAUTY: Large lacy white. ....		.54	.40
WHITE MOUND: Uniform compact pure white. New. ....		.67	.50
FIMBRIATA CHOICE MIXTURE: All varieties. ....		.48	.46

### DWARF HYBRIDA FANCY — Ruffled and Plainedged

MINIMUM QUANTITY SOLD .01 OZ. (1/100 OZ.)		PRICE PER .01 OZ.	
VARIETY	COLOR	.01 to .10 ounce	.10 to .50 ounce
LITTLE GIANTS: Ball shaped plants ruffled. ....		.48	.40
VELVET BALL: Compact velvety blood red. ....		.54	.40
KING HENRY: Dwarf deep red. ....		.54	.40
ADMIRAL: Compact violet blue. Flowers waved. ....		.54	.40
MARTHA WASHINGTON: Frilled blush pink. ....		.54	.40



*Petunia Seeds Continued***GRANDIFLORA PLAIN EDGED**

MINIMUM QUANTITY SOLD .01 OZ. (1/100 OZ.)		PRICE PER .01 OZ.	
VARIETY	COLOR	.01 to .10 ounce	.10 to .50 ounce
BURGUNDY: Rich wine red, white throat.		.54	.40
DAZZLER: Compact brilliant scarlet. New.		.67	.50
DWARF ELK'S PRIDE: Compact velvety purple.		.54	.40
ELK'S PRIDE IMPROVED. Regular velvety purple.		.54	.40
FLAMING VELVET: Velvety blood red.		.54	.40
PINK GLORY IMPROVED: Compact deep rose white throat.		.54	.40
SCARLET GLORY: Compact carmine suffused scarlet.		.54	.40
SNOWSTORM IMP: Best white, yellow throat.		.54	.40
WHITE CLOUD: Dwarf, compact pure white.		.54	.40
SPECIAL MIXTURE: All varieties this type.		.48	.46

**PENDULA or BALCONY**

MINIMUM QUANTITY SOLD .1 OZ. (1/10 OZ.)		PRICE PER .1 OZ.	
VARIETY	COLOR	.1 to .5 ounce	.5 to 1. ounce
BALCONY ROSY MORN: Rose, white throat.		.45	.40
BLACK PRINCE: Deep velvety red.		.65	.60
DEEP BLUE: Large true blue.		.45	.40
RED: Brilliant crimson red.		.54	.40
ROSE: Clear rose, golden throat.		.45	.40
STAR OF CALIFORNIA: Violet purple, white star.		.45	.40
WHITE: Excellent pure white.		.45	.40
BALCONY MIXTURE: All colors in a popular blend.		.45	.40

**HYBRIDA BEDDING TYPES**

MINIMUM QUANTITY SOLD .1 OZ. (1/10 OZ.)		PRICE PER .1 OZ AND 1. OZ.		
VARIETY	COLOR	.1 to .5 ounce	.5 to 1. ounce	4 ozs. or more
<b>DWARF NANA COMPACTA</b>				
ALDERMAN: Deep violet blue.		.40	.30	2.80
BLUE BEDDER: Fine mid-blue.		.40	.30	2.80
BRIGHT EYES: Soft pink, white throat.		.45	.40	3.50
CELESTIAL ROSE: Deep rose. Compact.		.40	.30	2.80
CREAM STAR: Creamy white.		.50	.45	4.00
ENGLISH VIOLET: Rich violet purple.		.50	.45	4.00
FIRST LADY: Soft pink.		1.00	.90	8.50
GLOW: Dazzling carmine red.		1.00	.90	8.50
GLOWING ROSE: Intense cerise rose.		.45	.40	3.50
HEAVENLY BLUE: (Silver blue) Light soft blue.		.45	.40	3.50
IGLOO: Compact snow white.		.40	.30	2.80
PEACH RED: New deep salmon rose. Vigorous.		.85	.80	7.50
ROSE OF HEAVEN IMPROVED: Dwarf bright rose.		.40	.30	2.80
ROSE QUEEN: Compact bright rose.		.70	.60	5.75
ROSY MORN IMP.: Fine rose, white throat.		.40	.30	2.80
SNOWBALL: Pure white.		.45	.40	3.50
SNOW MOUNTAIN: Compact dwarf pure white.		.40	.30	2.80
SNOW QUEEN: Large flowered white.		.40	.30	2.80
TOPAZ QUEEN: Large scarlet rose.		.40	.30	2.80
VIOLACEA: Deep velvet purple.		.40	.30	2.80
EXTRA SELECT MIXTURE: All colors blended.		.40	.30	2.80

**HYBRIDA TALL:**

BLUE BEE: Viola Jersey Gem color.	.30	.25	1.75
FLAMING VELVET: Velvety blood red.	.50	.45	3.50
GENERAL DODD: Deep blood red.	.30	.25	1.75
HOWARD'S STAR: Reddish purple, white star.	.40	.30	2.80
LUMINOSA: Tyran rose.	.30	.25	1.75
RADIANCE: Cerise rose, salmon undertone.	.45	.40	3.50
ROSE KING IMPROVED: Rich rose.	.30	.25	1.75
TOPAZ ROSE: Rose and gold.	.40	.30	2.80
VIOLACEA: Deep violet.	.30	.25	1.75
WHITE KING: Pure white.	.30	.25	1.75
CHOICE MIXTURE: All colors blended.	.30	.25	1.75

*Delphinium Seeds*

About 12,000 seeds per ounce. Average production about 500 plants per .1 ounce.

MINIMUM QUANTITY SOLD .1 OZ. (1/10 OZ.)		PRICE PER .1 OZ AND 1. OZ.		
VARIETY	COLOR	.1 to .8 ounce	.8 to 4. ounces	4 ozs. or more
<b>PACIFIC GIANTS:</b>				
BLACK KNIGHT: Very dark blue. Darkest of series.		1.00	.95	8.50
BLUE BIRD: Clear medium blue, white bee.		1.00	.95	8.50
BLUE JAY: Clear medium blue, dark bee.		1.00	.95	8.50
CAMELIARD: Lavender self, white bee.		1.00	.95	8.50
GALAHAD: The best double flowered white.		1.20	1.10	10.00
GUINEVERE: Fine light pinkish lavender, white bee.		1.00	.95	8.50
KING ARTHUR: Large royal violet, white bee.		1.00	.95	8.50
LANCELOT: Clear lilac self, white bee.		1.20	1.10	10.00
ROUNDTABLE: Mixture blended from named series.		1.00	.95	8.50
SUMMER SKIES: Clear light blue, white bee.		1.00	.95	8.50
DARK BLUE SHADES: Mixed.		.95	.90	7.50
LAVENDER PASTEL SHADES: Mixed.		.95	.90	7.50
LIGHT BLUE SHADES: Mixed.		.95	.90	7.50
MEDIUM BLUE SHADES: Mixed.		.95	.90	7.50
VIOLET SHADES: Mixed.		.95	.90	7.50
PACIFIC GIANT WHITE:		.95	.90	7.50
PACIFIC GIANTS MIXED: All shades.		.95	.90	7.50

**OTHER HYBRID VARIETIES:**

HOLLYHOCK STRAIN: American version. Mixed.	.59	.55	3.70
WREXHAM HOLLYHOCK STRAIN: A fancy blend.	.51	.49	3.70
GOLD MEDAL HYBRIDS: A good mixture.	.17	.15	1.20

*Stocks Seeds*

About 18,000 seeds per ounce. Average production about 1,000 plants per .1 ounce.

MINIMUM QUANTITY SOLD .1 OZ. (1/10 OZ.)		PRICE PER .1 OZ AND 1. OZ.		
VARIETY	COLOR	.1 to .5 ounce	.5 to 1. ounce	2 ozs. or more
<b>DOUBLE GIANT COLUMN: (Improved Excelsior)</b>				
BALL No. 1 LILAC LAVENDER: Large flowered.		.90	.84	7.50
BALL No. 3 BLUE: Medium lavender mauve.		.90	.84	7.50
BALL No. 6 AMERICAN BEAUTY: Deep carmine rose.		.90	.84	7.50
BALL No. 7 MALMAISON PINK: Long stem blush pink.		.90	.84	7.50
BALL No. 8 RUBY: Tall crimson red.		.90	.84	7.50
BALL No. 9 CHAMOIS PINK IMP: Rosy buff.		.90	.84	7.50
BALL No. 11 PINK: Rose pink. Lighter than No. 22.		.90	.84	7.50
BALL No. 14 ROSE PINK: Deep rose pink.		.90	.84	7.50
BALL No. 16 WHITE IMPROVED: Best florist white.		.90	.84	7.50
BALL No. 20 APRICOT: Large creamy buff. Late.		.90	.84	7.50
BALL No. 21 PURPLE HEART: Tall blue purple.		.90	.84	7.50
BALL No. 22 SUPREME: Silvery rose. Outstanding.		.90	.84	7.50
BALL No. 24 DEEP APRICOT: Deeper than No. 20.		.90	.84	7.50
GARDENIA: Huge glistening white.		.90	.84	7.50
ILLUSION: Deep scarlet.		.90	.84	7.50
ROYAL PURPLE: True deep purple. Deeper than No. 21.		.90	.84	7.50
SILVER LILAC: Best lavender.		.90	.84	7.50
YELLOW WONDER: Deep creamy yellow.		1.50	1.35	9.00
FINEST MIXED: All colors blended.		.85	.80	6.00

**DOUBLE GIANTS OF CALIFORNIA:**

GOLDEN GATE: Yellow.	.35	.32	3.00
MOJAVE: Rich velvety purple.	.35	.32	3.00
MONTEREY: Pink.	.35	.32	3.00
PACIFIC: Blue.	.35	.32	3.00
REDWOODS: Blood red.	.35	.32	3.00
SANTA BARBARA: Chamois.	.35	.32	3.00
SANTA MARIA: White.	.35	.32	3.00
SEQUOIA: Rose carmine.	.35	.32	3.00
TAHCE: Lavender.	.35	.32	3.00
YOSEMITE: Rose.	.35	.32	3.00
EXQUISITE MIXTURE: All shades.	.35	.32	3.00

**EARLY COLONIAL BRANCHING:**

MAYFLOWER: Crimson rose.	.45	.40	3.20
PRISCILLA: Silver lavender.	.45	.40	3.20
PURITAN: Pure white.	.45	.40	3.20
ROSE STANDISH: Bright rose.	.45	.40	3.20
GROWERS BLEND: Mixture of all shades.	.45	.40	3.20

**DOUBLE EARLY GIANT IMPERIAL — IMPROVED BISMARCK:**

ANTIQUE COPPER: Fine copper red.	.33	.30	2.50
APPLE BLOSSOM: Delicate pale pink.	.33	.30	2.50
BLOOD RED: Bright ruby red.	.33	.30	2.50
BUTTERCUP: Deeper yellow.	.33	.30	2.50
CHAMOIS: Ivory tinged old rose.	.33	.30	2.50
DARK BLUE: As named.	.33	.30	2.50
ELK'S PRIDE: Royal purple.	.33	.30	2.50
FLESH: Bright coral pink.	.33	.30	2.50
GOLDEN BALL: Best yellow.	.33	.30	2.50
GOLDEN ROSE: Light rose flushed cream.	.33	.30	2.50
LAVENDER: Silver lilac.	.33	.30	2.50
LILAC: Medium lilac blue.	.33	.30	2.50
ROSE: Deep rose pink.	.33	.30	2.50
SHASTA: Glistening tall white.	.33	.30	2.50
BISMARCK MIXED: All shades.	.29	.27	2.00

**MAMMOTH DOUBLE EARLY BRANCHING — BEAUTY OF NICE:**

MINIMUM QUANTITY SOLD .2 OZ. (2/10 OZ.)		PRICE PER .1 OZ. and 1.OZ.	
AMERICAN BEAUTY: Deep rose.	.....	.25	.21 1.90
APRICOT BEAUTY: Apricot rose.	.....	.25	.21 1.90
AURORA: Cream tinted old rose.	.....	.25	.21 1.90
BEAUTY OF NICE: Deep flesh.	.....	.25	.21 1.90
COTE D'AZURE: Light blue.	.....	.25	.21 1.90
LLOYD GEORGE: Blood red.	.....	.25	.21 1.90
MONT BLANC: Pure white.	.....	.25	.21 1.90
PARMA VIOLET: As named.	.....	.25	.21 1.90
QUEEN ALEXANDRIA: Rosy lilac.	.....	.25	.21 1.90
SUMMER NIGHT: Dark blue.	.....	.25	.21 1.90
FINEST BLEND: All colors formula mixed.	.....	.21	.18 1.50

*Outdoor Snapdragons*

About 150,000 seeds per oz. Average production plants about 4,000 per .1 ounce.

MINIMUM QUANTITY SOLD .1 OZ. (1/10 OZ.)		PRICE PER .1 OZ.	
VARIETY	COLOR	.1 to .5 ounce	.5 to 1. ounce
<b>TETRAPLOID:</b>			
GIANT RUFFLED MIXTURE: Immense flowers, grand colors.		.90	.70
<b>MAXIMUM: Rust resistant.</b>			
ALASKA: (Snowflake) Best clear white.		.28	.27
APPLEBLOSSOM: Rose pink, white tube.		.28	.27
CAMPFIRE: Luminous scarlet.		.28	.27
CANARY BIRD: Canary yellow.		.28	.27
COPPER QUEEN: Bronzy copper.		.28	.27
CRIMSON: Fiery crimson.		.28	.27
LOVELINESS: Soft rose pink.		.28	.27
PINK SENSATION: Pure pink. Attractive.		.28	.27
RED CROSS: Crimson, white tube.		.28	.27
YELLOW GIANT: Deep yellow.		.28	.27
MAXIMUM MIXTURE: All colors blended.		.25	.23



*Outdoor Snapdragons Continued*

MINIMUM QUANTITY SOLD .1 OZ. (1/10 OZ.)		PRICE PER .1 OZ.	
VARIETY	COLOR	.1 to .5 ounce	.5 to 1. ounce
<b>MAJUS GRANDIFLORUM:</b> Rust resistant.			
AUTUMN GLOW:	Old rose suffused amber, gold lip.	.25	.23
BRILLIANT ROSE:	True rose pink.	.25	.23
CHERRY ROSE:	NEW. Brilliant deep cherry rose.	.25	.23
ORANGE SHADES:	Not the usual copper bronze but orange.	.25	.23
PADRE:	Brilliant crimson.	.25	.23
PINKIE:	Lighter shade than Rosalie. Very good.	.25	.23
ROSALIE:	A fine cutting true rose.	.25	.23
SCARLET DEFIANCE:	A popular red.	.25	.23
SHASTA:	Cream white.	.25	.23
YELLOW JACKET:	Deep canary yellow.	.25	.23
MAJUS FINE MIXED:	All shades blended.	.25	.23

**NANUM GRANDIFLORUM:** Rust resistant.

ANTIQUE GOLD:	Shades of old gold and copper.	.25	.23
APPLEBLOSSOM:	Soft pink.	.25	.23
CARMINE ROSE:	Bright rosy crimson.	.28	.27
Du BARRY:	Salmon rose.	.28	.27
RED BOY:	Deep scarlet.	.25	.23
WILD FIRE:	Bright orange.	.28	.27
WHITE:	A good dwarf white.	.25	.23
YELLOW GEM:	Clear yellow.	.25	.23
NANUM FINE MIXED:	All shades.	.25	.23

*Larkspur Seeds*

About 14,000 seeds per oz. Average production about 500 plants per .1 ounce.

MINIMUM QUANTITY SOLD .5 OZ. (5/10 OZ.)		PRICE PER .1 OZ. and 1. OZ.	
VARIETY	COLOR	.5 to 4 ounces	4 ozs. or more

**SUPER MAJESTIC:**

LAVENDER:	Medium rosy lavender.	.11	.65
ROSE PINK:	Creamy rose pink. Rich.	.11	.65
WHITE:	Pure white. Large flowered.	.11	.65

**SUPREME:**

DARK BLUE SUPREME:	A rich deep blue.	.12	.90
LILAC SUPREME:	Clear lilac.	.12	.90
PINK SUPREME:	Rose pink.	.12	.90
ROSE SUPREME:	Clear deep rose.	.12	.90
SALMON SUPREME:	True salmon.	.12	.90
WHITE SUPREME:	True clear white.	.12	.90

**GIANT IMPERIAL:**

BLUE BELL:	Azure blue, lavender tinge.	.08	.50
BLUE SPIRE:	Very deep violet blue.	.08	.50
CARMINE KING IMPROVED:	Carmine rose shaded cinnabar.	.08	.50
DAZZLER:	Rich carmine scarlet.	.08	.50
EXQUISITE PINK IMPROVED:	Soft pink shaded salmon.	.08	.50
GLORIA:	Deep salmon rose.	.08	.50
LILAC KING:	Rich lilac, fully double.	.08	.50
LILAC QUEEN:	Lilac blue.	.08	.50
LOS ANGELES IMPROVED:	Brilliant pink on salmon.	.08	.50
MISS CALIFORNIA:	Deep rose on salmon.	.08	.50
PINK KING:	Soft salmon rose.	.08	.50
ROSELIND:	Salmon rose. Shatter-proof.	.08	.50
SWEET LAVENDER:	Lavender blue. Medium deep.	.08	.50
WHITE KING:	Huge glistening white.	.08	.50
WHITE COCKADE:	Fine pure white.	.08	.50
FINEST MIXTURE:	All shades in a popular blend.	.08	.50

*Salvia Seeds*

About 9,000 seeds per oz. Average production about 500 plants per .1 ounce.

MINIMUM QUANTITY SOLD .1 OZ. (1/10 OZ.)		PRICE PER .1 OZ. AND 1. OZ.		
VARIETY		.1 to 1. ounce	1 to 4 ounces	4 ozs. or more
AMERICA: (Globe of Fire) 18".	.....	.50	.45	4.25
BLAZE OF FIRE: Very early. 14".	.....	.65	.60	5.60
BONFIRE or CLARA BEDMAN: Erect compact.	.....	.50	.45	4.25
HARBINGER: Extra early. 18".	.....	.50	.47	4.50
ROCKET: Early dwarf. 12".	.....	.65	.63	5.80
SPLENDENS: Tall late. 24".	.....	.45	.43	4.00
ZURICH: Early flowered medium tall.	.....	.50	.45	4.25

*Aster Seeds*

About 12,000 seeds per oz. Average production about 500 plants per .1 ounce.

MINIMUM QUANTITY SOLD .2 OZ. (2/10 OZ.)		PRICE PER .1 OZ. and 1. OZ.		
VARIETY	COLOR	.2 to .5 ounce	.5 to 1. ounce	2 ozs. or more
EARLY GIANT WILT RESISTANT:				
LIGHT BLUE:	As named.	.29	.28	2.50
PEACH BLOSSOM:	Opens white flushes lavender pink.	.29	.28	2.50
ROSE MARIE:	Rich rose.	.29	.28	2.50
SUPER GIANT: Not resistant.				
EL MONTE:	Crimson.	.29	.28	2.00
LOS ANGELES:	Shell pink.	.29	.28	2.00

*Aster Seeds Continued*

MINIMUM QUANTITY SOLD .2 OZ. (2/10 OZ.)		PRICE PER .1 OZ. and 1. OZ.		
VARIETY	COLOR	.2 to .5 ounce	.5 to 1. ounce	2 ozs. or more

**EARLY BEAUTY:** Wilt resistant.

AZURE FAIRY:	Long stemmed large azure blue.	.18	.15	1.30
CRIMSON:	Similar in color to Heart of France.	.18	.15	1.30
DEEP ROSE:	An excellent color.	.18	.15	1.30
PURPLE:	Long stemmed deep purple.	.18	.15	1.30
SEPTEMBER BEAUTY:	Delicate shell pink.	.18	.15	1.30
WHITE:	Choice long stemmed white.	.18	.15	1.30
EARLY BEAUTY MIXED:	All shades.	.15	.13	1.20

**PRINCESS WILT RESISTANT:**

PRINCESS ANNE:	Light rose pink, cream cushion.	.26	.24	1.70
PRINCESS BARBARA:	Attractive Orchid.	.26	.24	1.70
PRINCESS BONNIE:	Silver rose, golden center.	.26	.24	1.70
PRINCESS GOLDEN SHEAF:	Large cream yellow.	.26	.24	1.70
PRINCESS LINDA:	Clear rose.	.26	.24	1.70
PRINCESS MARSHA:	Deep rose flushed crimson.	.26	.24	1.70
PRINCESS MIXTURE:	All shades.	.26	.24	1.70

**IMPROVED CREGO:** Wilt resistant.

AZURE BLUE:	Fine light blue.	.12	.11	1.00
BLUE FLAME:	Bright navy blue.	.12	.11	1.00
CATTLEYA:	Large flowered orchid.	.12	.11	1.00
CRIMSON:	A brilliant color.	.12	.11	1.00
DEEP ROSE:	A fine cut flower color.	.12	.11	1.00
ENCHANTRESS:	Salmon rose. Good size.	.12	.11	1.00
PEACH BLOSSOM:	Opens white, flushed lavender.	.12	.11	1.00
SHELL PINK:	Light clear pink.	.12	.11	1.00
PURPLE:	A very rich shade.	.12	.11	1.00
WHITE:	Very fine pure white.	.12	.11	1.00
CREGO FINE MIXTURE:	All shades.	.11	.10	1.00

**IMPROVED QUEEN OF THE MARKET:** Wilt resistant.

AZURE BLUE:	Clear blue.	.12	.11	1.00
BALLET QUEEN:	NEW. Deep salmon rose.	.20	.18	1.60
CRIMSON:	An excellent shade.	.12	.11	1.00
PURPLE:	Rich shade.	.12	.11	1.00
FLESH PINK:	Shell pink becoming darker with age.	.12	.11	1.00
MEDIUM BLUE:	Lighter than purple.	.12	.11	1.00
ROSE:	A popular deep rose.	.12	.11	1.00
WHITE:	Pure clear white.	.12	.11	1.00
IMPROVED QUEEN MIXED:	All shades.	.12	.11	1.00

**AMERICAN BRANCHING:** Wilt resistant.

AZURE BLUE:	Fine clear light blue.	.12	.11	1.00
CRIMSON:	A brilliant shade.	.12	.11	1.00
PEACH BLOSSOM:	Flushed lavender pink.	.12	.11	1.00
PEERLESS PINK:	Lively shell pink.	.12	.11	1.00
PURPLE:	Long stemmed violet purple.	.12	.11	1.00
ROSE:	A very attractive light rose.	.12	.11	1.00
SENSATION:	Scarlet.	.12	.11	1.00
SHELL PINK:	(Mary Semple) Light pink.	.12	.11	1.00
WHITE:	Excellent for cutting.	.12	.11	1.00
AMERICAN MIXTURE:	All shades.	.12	.11	1.00

**EARLY ROYAL:** Wilt resistant.

AZURE BLUE:	Dark lavender blue.	.12	.11	1.00
COPPER ROSE:	A very attractive shade.	.12	.11	1.00
DEEP ROSE:	Taller and a grand color.	.12	.11	1.00
PEACH BLOSSOM:	Opens white flushes lavender pink.	.12	.11	1.00
PURPLE:	Deep purple.	.12	.11	1.00
SCARLET:	A bright shade.	.12	.11	1.00
SHELL PINK:	A brilliant shade of pink.	.12	.11	1.00
WHITE:	A very good white.	.12	.11	1.00
ROYAL MIXTURE:	All shades.	.12	.11	1.00

**IMPROVED GIANTS OF CALIFORNIA:** Not resistant.

APPLE BLOSSOM:	Shell pink.	.29	.28	2.40
AZURE BLUE:	Soft azure.	.29	.28	2.40
CRIMSON:	A brilliant color.	.29	.28	2.40
DARK PURPLE:	Fine color and wilt resistant.	.29	.28	2.40
DEEP ROSE:	An attractive shade.	.29	.28	2.40
DARK BLUE:	A popular shade.	.29	.28	2.40
LOVELINESS:	Rich pure pink flushed salmon.	.29	.28	2.40
PEACH BLOSSOM:	Opens white flushes lavender pink.	.29	.28	2.40
WHITE:	Pure glistening white.	.29	.28	2.40
GIANTS OF CALIFORNIA:	Mixed. Fine blend.	.26	.25	2.25

**HEART OF FRANCE:** Wilt resistant.

FINEST DARK RED:		.26	.24	1.70
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**BALL VARIETIES:** Wilt resistant.

BALL DEEP ROSE:	Early branching. Mid Aug.	.16	.14	1.10
BALL PURPLE:	Branching. Late Aug.	.16	.14	1.10
BALL WHITE - LATE:	Branching. Mid Sept.	.18	.16	1.20
BALL WHITE - EARLY:	Branching. Late Aug.	.20	.18	1.40

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